



02-23-12

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February 20, 2012

Robert A Berman
IP Dispute Resolution Corporation
16506 Akron St.
Pacific Palisades, CA 90272



Re: Proposed License for SpeedTrack, Inc. U.S. Patent No. 5,544,360

Dear Mr. Berman,

Thank you for your letter of November 30, 2011, requesting Costume Craze, LLC consider taking a license to U.S. Patent No. 5,544,360 (hereinafter '360) filed on February 3, 1995 and issued August 6, 1996 with priority to November 23, 1992. We appreciate your desire to resolve this matter in an efficient and cost effective manner. To that end, we have conducted a review of the '360 patent. We have identified 475 patents that fulfill the criteria set forth in 35 USC §102 & 103. We would request that you address those claims of the '360 patent you find enforceable in light of the following selection of 5 patents that were not cited by SpeedTrack, Inc. during the prosecution or reexamination of the '360 patent.

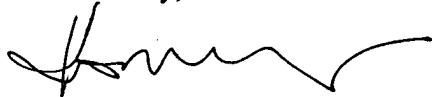
| Patent # | Title | Original Assignee | Priority Date | File Date | Issue Date |
|-----------|--|--------------------------------|--------------------|--------------------|-------------------|
| US5355472 | System for substituting tags for non-editable data sets in hypertext documents and updating web files containing links between data sets corresponding to changes made to the tags | IBM | April 19, 1990 | November 19, 1990 | October 11, 1994 |
| US5006992 | Process control system with reconfigurable expert rules and control modules | Du Pont de Nemours and Company | September 30, 1987 | September 30, 1987 | April 9, 1991 |
| US5490273 | System of dedicated elementary data processing machines organized in multiple levels and selectively activated to process incoming events | Societe Anonyme Dite | May 16, 1990 | June 7, 1994 | February 6, 1996 |
| US5367619 | Electronic data entry system employing an expert system to facilitate generation of electronic data forms with complex interrelationships between fields and subforms | Eaton Corporation | April 27, 1990 | January 10, 1994 | November 22, 1994 |
| US5367671 | System for accessing extended object attribute (EA) data through file name or EA handle linkages in path tables | IBM | September 25, 1990 | September 25, 1990 | November 22, 1994 |

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We believe in light of the substantial quantity of unconsidered precedent innovation SpeedTrack Inc.'s ability to assert the '360 patent on grounds that it is new or non-obvious is significantly narrowed. If you could clarify SpeedTrack Inc.'s assertion of patent rights in context of these patents, we would be pleased to supply the remainder of the unconsidered precedent innovation prior to any consideration of a license.

In the interest of our commitment to patent quality, we have copied this correspondence to the United States Patent & Trademark Office for their information and possible inclusion in the file wrapper of the '360 patent.

Sincerely,



Kate Maloney
CEO

cc. Hon. Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450